



Frequently Asked Questions: **Cairo International Fair, 2003**

When is the Fair?

March 19-28, 2003. This is the 36th consecutive year the Fair will be held, and will be the 28th consecutive year that the U.S. Commercial Service in Egypt sponsors a U.S. Pavilion.

What kind of Fair is it?

It is a “horizontal” fair, one not limited to any particular industry or sector. Everything from arts and crafts to aerospace will be on display, much of it for sale during the “open to the public” days.

How many companies were in the U.S. Pavilion in 2002, and how many will there be in 2003?

There were 27 companies in 2002, and we are planning on 12-14 in 2003. The reason for the smaller size is a change in venue from one of the large, hangar-like (and not air-conditioned) exhibition halls into a smaller, permanent (and air-conditioned) building for a more intimate feel and better service.

What are the benefits of participating?

There are too many to list here, but the key benefits are these: historically, 95% of all exhibitors achieve their objectives, whatever they may be. More than 50,000 business visitors visited the U.S. Pavilion in 2002. We can provide business appointment scheduling services, help you locate local agents/distributors, and identifying new sales opportunities. Our bilingual staff will provide business counseling and can offer a full range of market entry or marketing services. We can arrange to have special contacts invited to your booth. Being part of the U.S. Embassy, we can facilitate unparalleled access to senior private and public sector decision-makers.

What is the price of a booth?

Prices range from \$2200 to \$3200, depending on area and location. This includes many value-added services unique to the U.S. Pavilion, including free entry passes, around-the-clock security (see below) and janitorial services, supervision of goods shipment in and out of the fairgrounds, a refreshment lounge/meeting room with complementary gratis soft drinks, coffee and tea, and more.

Is it safe in Egypt?

Despite what you may think, yes, it is very safe. In fact, statistically, Cairo is considered one of the safest major cities in the world. Violent crime of any kind is almost unheard of. There have been no terrorist attacks of any kind in Egypt for many years, and the ones that people may recall from the past were not targeted specifically at Americans or American interests. For more information, please look at the U.S. State Department’s website at <http://usembassy.egnet.net>

Still, will there be any special safety precautions?

Absolutely. The safety of Americans and American interests has been, is, and always will be our number one priority. Security will consist of two levels. The entire Fair will have appropriate security precautions, provided by the Egyptian authorities, consistent with generally accepted international procedures for an event of this size and location. In addition, the U.S. Pavilion will be protected by personnel contracted from the U.S. Embassy’s own security force. They will provide 24/7 security for the U.S. Pavilion, its contents, and its exhibitors. All visitors will be thoroughly screened and checked. Our objective is to make the U.S. Pavilion the safest site on the Fairgrounds.

How will booth location be determined?

First come, first served.

Will participants be required to maintain a booth presence for the entire duration of the fair?

Yes. Commercial Service Egypt is more than happy to work with ways to “maintain a presence” will locally hire staff if a client from the U.S. is not able to come to Egypt for all or part of the Fair.

What is the cancellation/refund policy?

Fees are not refundable if the participant cancels at his/her discretion. If the Egyptian fair authorities or CS Egypt cancels, all fees will be refunded.

Is there any possibility of discounts?

Unfortunately, no. Like all Commercial Service events, it is not subsidized in any way by the U.S. government and must operate on a “cost recovery” (often “break even”) basis.

What is the currency and method of payment?

U.S. dollars payable in cash, check, money order, or major credit card.

Does payment cover any activities before or after the event?

No. In order to keep costs as low as possible, services are limited to booth provision and the other value-added services listed in the Participation Agreement. However, CS Egypt can provide a great range of other standard or customized services, some of which are fee-for-service.

How many exhibitors are allowed per booth?

We recommend two persons maximum in each booth at any one time due to space limitations.

Can our company occupy more than one booth?

Certainly, but again, on a first come, first served basis.

Can you provide us with hotel reservations?

Certainly. Not only that, but we can almost always arrange for special rates or discounts as well.

Who will be responsible for handling company brochures, samples etc.?

Each company will be responsible for their own items. A common storage area will be available.

Is translation available?

U.S. Commercial Service Egypt staff will be present at all times for consultation and general support, but if full-time translation is desired, it can be arranged for an extra fee.

How many Exhibitor passes will be supplied?

Two passes per booth.

Which Freight Forwarder shall I use?

You can use any freight forwarder you choose, but the Commercial Service historically selects a preferred provider which is familiar with Fair-specific needs and procedures. We will be happy to provide this company's contact information upon request.